**Pairs Advertising Analysis Activity**

Below are links to advertisements from three time periods (1864, 1950s, 1980s):

<http://www.sonofthesouth.net/leefoundation/civil-war/1864/april/old-advertisements.htm>

<http://www.youtube.com/watch?v=VPB8b1AibN0>

<http://pzrservices.typepad.com/vintageadvertising/advertising_from_the_1950s/>

1. Your pair will be assigned to one of the three time periods. Choose an advertisement from your chosen era.
2. Using the Five Main Advertising Techniques sheet, the Rhetorical Techniques video, as well as any other useful advertising techniques sources you may find useful (remember to cite them!), analyse your chosen advertisement.
3. Create a web 2.0 based response to share your evaluation with the class.

Be sure to consider the following elements in your analysis:

* **Advertising techniques** (language, layout, presentation, colour, composition, etc.)
* **Genre conventions** (newspaper, magazine, television)
* **Purpose**
* **Audience**
* **Social; historical context**

Finally, remember to **evaluate** rather than describe and to create a **bibliography** for your response.

**(Further Oral Activity) Criterion B: Understanding of how language is used**

To what extent does the activity show understanding of the way language is used to create meaning?

Has the student shown an appreciation of how language and style is used to particular effect in the text?

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| 0 | The work does not reach a standard described by the descriptors below. |
| 1-2 | The work shows a superficial understanding of the way language is used to create meaning; there is little appreciation of the use of language and style. |
| 3-4 | The work shows some understanding of the way language is used to create meaning; there is some appreciation of the use of language and style. |
| 5-6 | The work shows an adequate understanding of the way language is used to create meaning and adequate appreciation of the use of language and style. |
| 7-8 | The work shows a good understanding of the way language is used to create meaning and good appreciation of the use of language and style. |
| 9-10 | The work shows an excellent understanding of the way language is used to create meaning. The appreciation of the use of language and style is thorough and detailed. |